

CASZIN

Mediakit 2025

The bilingual Business Magazine from Germany for Cam, Creators, Affiliates, Amateurs, Studios, Payment, Traffic and more

The screenshot displays the CASZIN website interface. At the top, there's a navigation bar with 'Latest Post' and several article teasers. Below this is a 'Trending' section with four article cards: 'FAMEZ: Promotion for OnlyFans & Co. - Interview with Andy', 'Book review: "Affiliate Management" by Stefan Affpal', 'DAC7 Reporting obligation for platform operators - it's getting', and 'TES: Interview with Andreas Bischoff'. The main content area features a large video player for 'TES: Interview with Andreas Bischoff' and a grid of smaller article cards including 'Lovense: new toy TENERA 2', 'LALexpo preview: The largest industr...', 'Review: TES Cascais 2024', and 'LALexpo preview: The largest industry event in Latin America'. On the right side, there's a language selector for 'English' and 'Deutsch (German)'. Below that is a 'VXCASH ADULT AFFILIATE PROGRAM' banner with a 'JETZT ANMELDEN' button. Further down is a 'Famez marketing & management' banner for a 'Schubber PROLAD Sale'. At the bottom right, there's a 'Mediapartners:' section.

Why a trade magazine for the Adult Biz ?

Just a few years ago there were several specialist publications in Germany on the subject. This is no longer the case. However, the need for specialised information is still there or has increased significantly. The market is changing faster and faster. New players are constantly entering the market and need a source of information. At the same time, new players and formats are entering the market to promote their offerings. CASZIN brings the two together - for mutual benefit - and supports them with comprehensive research and information that cannot be found anywhere else in such concentrated form. We also want to support international cooperation and make it easier for all market participants to work with partners worldwide.

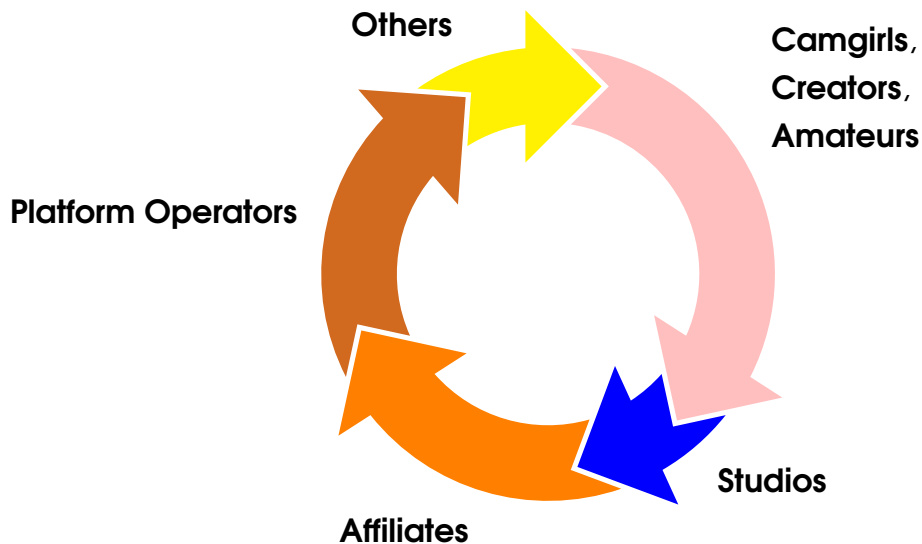
Is the German market interesting for you ?

Firstly, CASZIN is of course internationally orientated. Nevertheless, communication with German market players in particular is an important focus of our public relations work. Our editorial team works from Germany, our network in the adult industry has its origins here and the awareness of our team and our medium is particularly high here.

So if you want to reach the European or even the German market and make your site, your product or your services better known here, CASZIN is your partner!

Who can you reach with CASZIN ?

We pave the way for you to reach your key audiences. You can see who they are in detail below. With our specialist articles, contacts and presence at key events, we target this segment and provide them with specialist articles.



Personal contacts in all the segments listed are particularly important to us. We are happy to use them to ensure optimum communication with the target group for our advertising partners too. We reach all the segments shown on a trusting level and provide you with facts, news, assistance and much more.

Brief characteristics of CASZIN

Above you can see who we are targeting. For all of them we offer a comprehensive basket of information. We offer editorial articles in all areas that they deal with on a daily basis in their work. In this way, we support their work and enable both newcomers and industry veterans to do their jobs more efficiently and therefore more lucratively. We achieve this through our presence in the various sectors, events, social media and, above all, personal contacts.

The market needs a place

The market currently has little opportunity to communicate effectively internally. Industry events are held around the world on an almost weekly basis. The frequency of these events often makes it difficult to reach new market participants. Not all the interesting groups in the market are represented, and newcomers in particular are hard to find. This is where we come in, providing a platform that is accessible to all.

Bilingualism for a better understanding

Bilingualism is a key element in reaching everyone in the best possible way. Creators from German-speaking countries, in particular, want to be addressed in their own language and therefore benefit the most from the information, advice, tips and other support we provide for their work. With international market participants, on the other hand, we can communicate most effectively in English. That is why we have opted for bilingualism and a predominantly online presence, where this can be best realised.

Partnerships with major events

We are happy and proud to be the media partner of the following events:



tesaffiliateconferences.com

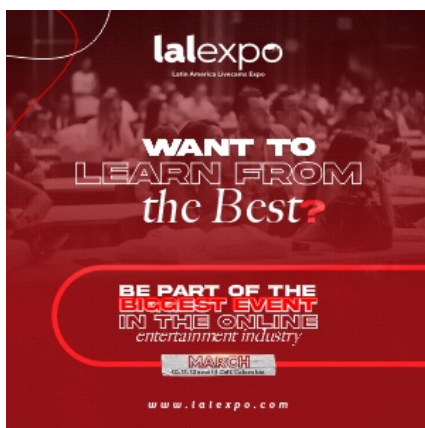


**BUCHAREST
SUMMIT**

bucharestsummit.com



venus-berlin.com



lalexpo.com

How it all began

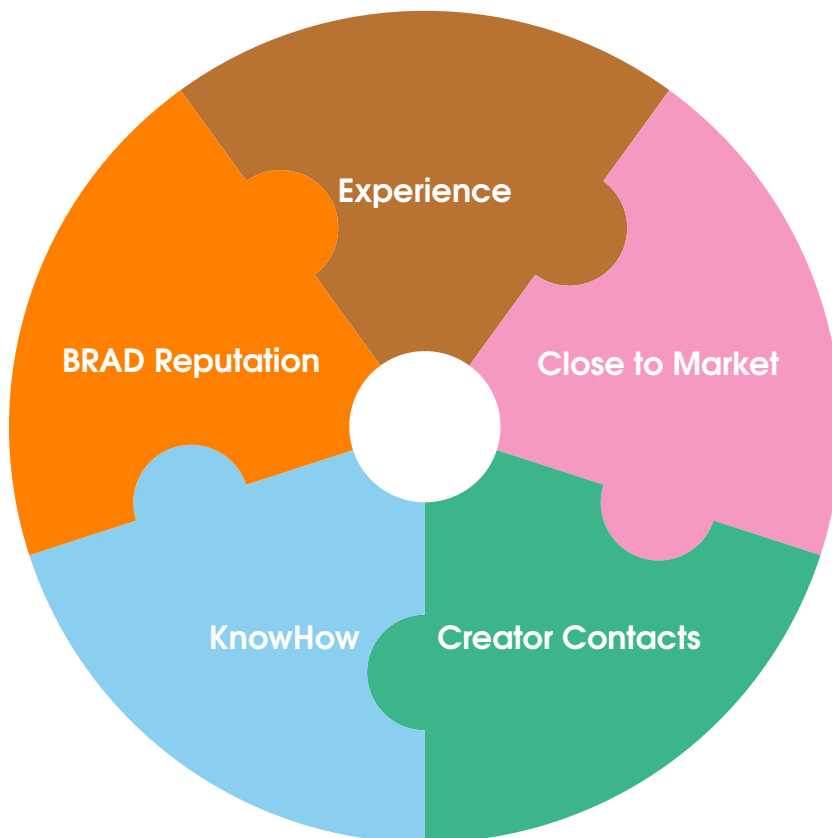
Years ago, BRAD was the print magazine for the online adult industry in the German-speaking world. This experience has been transferred to CASZIN and expanded. The market has changed and restructured in many ways over the years. We are responding to this by reaching out to new industry players and bringing them together with existing creators, affiliates, agencies, studios and newcomers.



Who is behind CASZIN ?

The man behind CASZIN is Bernhard Bradatsch. Among other things, he published the trade magazine BRAD - 'BRoadcasting Adult Directory' years ago. Even then, the magazine covered all aspects of providers, traffic, affiliates, adult marketing, dating, payment and content production. At CASZIN, creators, camgirls, amateurs and studios are listed and receive valuable support for their work. CASZIN brings all market participants together for mutual benefit and acts as a communication platform.

At CASZIN one piece fits into the other



The adult market is special. There are many requirements that need to be met in order to cover it. The chart above summarises almost all of them, and CASZIN meets them all. It fulfils exactly these requirements to enable an efficient exchange between all participants. We always have an open ear for everyone and we cover the issues that are on everyone's mind. This is how we, as a publication, can help everyone to be more successful. Use our experience, our proximity to the market, our contacts with creatives, our expertise and, last but not least, the reputation we have built up to communicate with and present yourself to other market players!

Examples for sections and topics at CASZIN

- Business Insider** {
- Ralf Braun: Behind the Scenes at 777
 - Eronite: Interview with Mario Meyer
 - Freemium vs. Premium Cams – an Approach
 - Payment: How to choose the best Provider

- Legal Advice** {
- Attorney Dr. Kötz about Agency Contracts for Onlyfans
 - Tax advice for Creators and Camgirls
 - Value Added Tax: a dangerous Trap for German Creators ?
 - DAC7 Rules - What it means for Creators
 - Age Verification Systems: State of Play in Germany

- Affiliate** {
- WordPress Themes and Plugins to run your 'own' Camsite
 - Stefan 'Affpal' Mühlbauer about affiliate management
 - SEO Tools for Webmasters
 - WordPress Alternatives: Web-Editors to create your Page
 - How to be successfull as a webmaster
 - Market Changes 2024: how to earn money as an affiliate

- Creators, Camgirls, Amateurs** {
- Creator of the Month: VickyFox, Lena Nitro, ...
 - FAQ: the most important Hints for Camgirls and Creators
 - Freemium vs. Premium Cams – an Approach
 - Dickrating - how it works
 - Sexting - how to make the most out of the Customer
 - Custom Videos - what is important
 - The big Guidebook: how to be successfull as an OnlyFans Creator

- Artificial Intelligence** {
- AI – Curse or Blessing for the Erotic Industry ?
 - Generating Hardcore Pictures with AI
 - How to use ChatGPT for erotic Texts
 - How AI Chat Bots are working already

Social Media

- Software for automatic Instagram Moderation
- How to create Virtual Influencers
- Do's and Dont's in Social Media
- How to link from Social Media to adult sites without risk
- Rules on Adult Fanpages

Event Reports

- TES Affiliate Conderence, Cascais and Prague
- Venus Berlin, Germany
- LALexpo, Cali Colombia
- Bucharest Summit, Romania
- I-CON Island Conference, Cyprus
- ...and more !

These are just a few examples of the articles we have written and are planning to write. In all areas, the authors have extensive experience, or we present the topic in the form of an interview with an industry expert.

Why not to print CASZIN ?

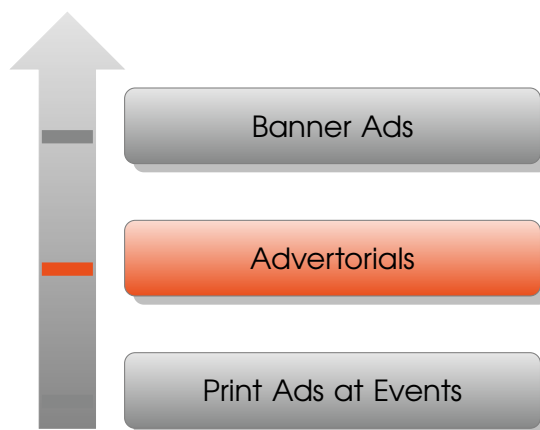
The majority of our target group has long been using mobile phones to communicate. This is also increasingly the case for media use. We want to take this into account and reach the most interesting groups in the industry directly. That is why CASZIN is primarily designed as an online medium. However, we supplement this with printed brochures at events .

Our printed Brochure

We publish a printed brochure (A5 size) at important industry events to complement our online presence and attract further attention directly in the target group. We publish extracts of the most important articles there and link the online continuation with QR codes. You also have the option of placing print adverts and advertorials in the brochure to reach your prospective customers extremely effectively and directly.



Advertise on CASZIN



Banner Ads

Position	Exclusivness	Size	Price ¹
Page Title	exclusive	930 x 100	350 €
Right Column Top	exclusive	300 x 300	150 €
Right Column	non-exclusive	300 x 300	100 €

Advertorials

An advertorial is a way for us to showcase your product or company. This can be in the form of an interview, a review or a case study. The advertorial will remain on the front page for three months. The cost depends on the size and starts at 450 €².

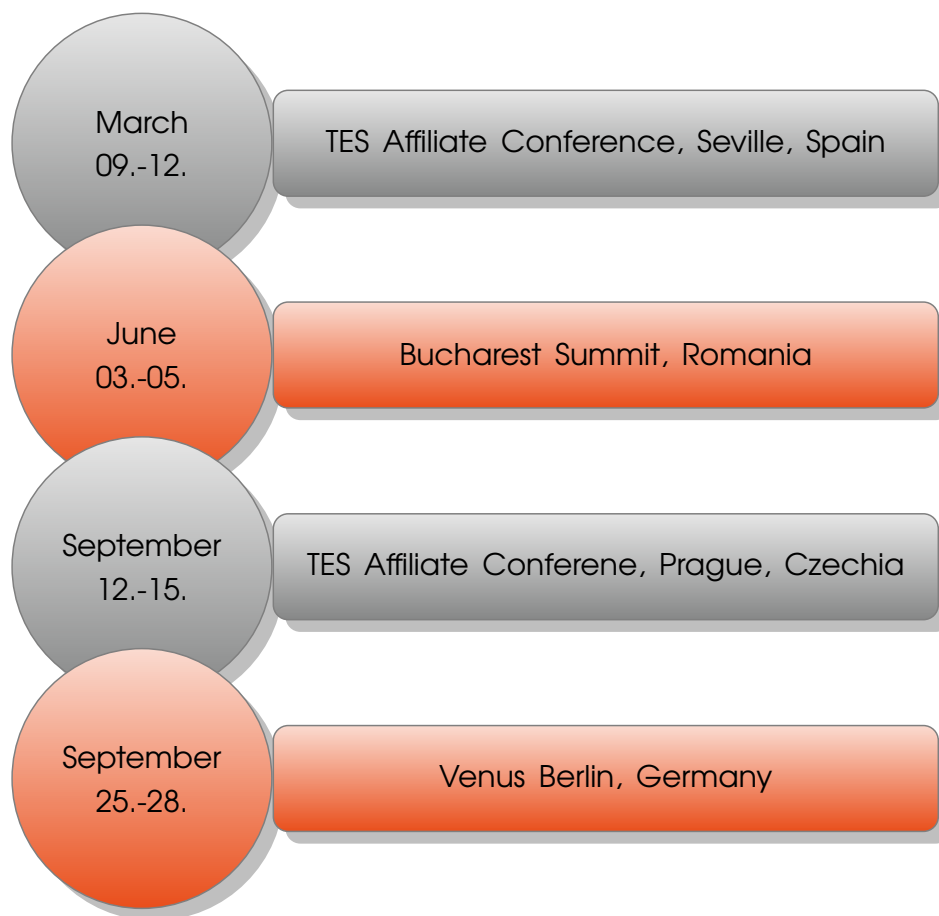
Print Ads

We also offer print advertising. We distribute a printed brochure at major industry events. See next page for details

¹Monthly price excl. VAT. Minimum booking three months

²One-off payment, excluding VAT. The advertorial will stay on the front page for 3 months

With the CASZIN printed Brochure you will be visible at this Events 2025



It is an A5 portrait format booklet in which we will present the latest hot topics. It will be available to all visitors with a minimum print run of 1000 copies. We offer you one right-hand page or inside cover page for your advertising or advertorial.

Print ad at right-hand page, A5 portrait, 148 x 210 mm: 490 €³

Save money with the CASZIN bundle

- Right bar banner (on every page) for two months
- Advertorial
- A5 print ad with your graphic or the advertorial

This special bundle is available for just € 690³

³excl. VAT

Use your chance to save money NOW !

We launched CASZIN in Q4 2023. Yet it is backed by over 20 years of experience in the online adult business. This means that the major players in the market pay special attention to CASZIN. And you can still reach them at our competitive rates. Next year our rates will increase accordingly. For example, if you sign up now for twelve months, you'll keep your great rates all this time!

So don't wait, grab your chance!

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